

Improving Sales with Smarter Advertising

advantage



90% of ad \$

80/20 and 90/10

We've all heard about the "80/20 rule" applying to many situations: 20% of the people do 80% of the work, or 80% of donations come from 20% of the prospects. There's an 80/20 rule that works in Google searches as well:

When someone searches in Google, 80% click on links that appear in the grey area. Only 20% click on the paid links at the top and right side (in the pink area).

Knowing this, you'd think that companies would devote their resources to appearing in the grey area, where they'd get 4 times as many clicks as companies in the pink area. But that's not what

happens. An astonishing 90% of marketing dollars is spent on AdWords and similar sponsored links—in order to capture only 20% of the clicks. Only 10% is spent trying to position companies where they can capture 80% of the clicks.

80% OF CLICKS

PAGE RANK & SEARCH RANKINGS

Physics Today's website has a Google Page Ranking of 9 out of 10. Our closest competitor is an 8, which is roughly 10 times less authoritative than *Physics Today*, according to Google's scale. That's mostly because www.physicstoday.org has so many inbound links from government and university labs.

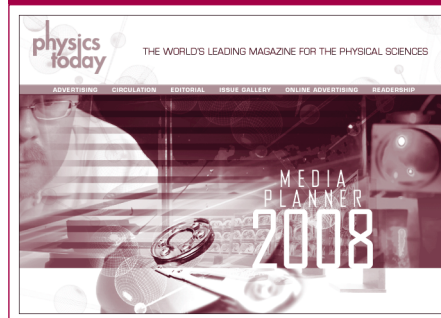
What does that mean for you? If you have a hyperlink from our *Buyers Guide*—an interactive listing costs \$50/year—your company would achieve higher rankings when prospects search in Google for your products. So, if your company appeared on the 2nd screen in a search for "ellipsometers" before you purchased the *Buyers Guide* hyperlink, you could be listed perhaps on the coveted top screen

when the same search is performed a year later. It doesn't guarantee you top placement, it doesn't guarantee you a certain number of clicks per month, but it **DOES** help you to capture the 80% portion of Google clicks. And all this for \$50! One search marketing firm indicated that they'd recommend their clients pay up to \$500/year for such a link.

Look for us at these conferences

New electronic media kit!

www.physicstodaymediakit.com



Materials Research Society Nov 27-29 Boston, MA
 Photonics West Jan 22-24 San Jose, CA
 Biophysical Society Feb 3-5 Long Beach, CA



Print's Powerful Payback

Proven Performer

10-Year Performance of Print

(1995 - 2005)

Publication \$12.20

Events \$11.70

Sales Contact \$11.60

Direct-to-Consumer \$1.30

Sources: "Sales Uncovered," PPA, 2005; Study conducted by Hudson River Group, 2002; Analysis conducted by AC Nielsen HCI Promotion Research; "Measuring the Mix," Marketing Management Analytics.

Marketers today look at the numbers. Numbers of leads. Numbers of hits. Numbers of units sold. But, the numbers watched most closely are those that directly relate to the specific payback generated by an investment in a medium. ROI is a top priority. And, when marketers take a close look at the ROI from print advertising, they are impressed by the profitability and direct returns generated by publications. Print provides a powerful payback, particularly when compared to other major media investments.

Short-Term View: Incremental ROI

A study entitled "Sales Uncovered" analyzed the payback generated by print advertising for 20 different advertised products. Based on incremental product sales generated by publication advertising, the average ROI was \$3.40 for every incremental dollar invested...a most impressive payback!

Another study conducted by the Hudson River Group looked at three different products in an industry and found that the average return was \$9.80 for every dollar invested in print. The most efficient product actually generated an incremental ROI of \$19.97. Print's payback is, once again, outstanding.

Long-Term View: 12-Month ROI

Marketers are searching for advertising investments that are profitable over the long-term. With budgets tight, margins squeezed, and competition increasing, media investments have to perform for more than a few months. Print is the top long-term performer. The "Sales Uncovered" study looked at the 12-month ROI generated by publications for 20 different products. Throughout the year, print kept

working for advertisers, maximizing the initial investment. In fact, 12-month ROI soared to an impressive \$4.67. Print's performance paid dividends all year long.

The BIG Picture: 10-Year Performance

In the world of new media, few investments have withstood the test of time like print advertising. Over months...over years...and, yes, even over a decade...print has generated a powerful

payback to advertisers. And unlike many media—particularly new, electronic media—studies have actually documented the long-term profitability of publications.

A recent study conducted by AC Nielsen HCI Promotion Research and based on 20,000 observations over a ten-year period, revealed that publications generate the highest ROI compared to other major media. The study analyzed publications, events, sales contacts and direct-to-consumer advertising. Print consistently generated the highest ROI... year after year...with an average payback over the 10-year period of \$12.20. Print's powerful payback is actually documented over an entire decade.

Print is the foundation of a profitable program.

Short-Term

**AVERAGE
INCREMENTAL
ROI: \$3.40**
(based on 20 products)

Long-Term

**AVERAGE
12 - MONTH
ROI: \$4.67**
(based on 20 products)

The Big Picture

**AVERAGE
10 - YEAR
ROI: \$12.20**
(based on 20,000 observations)

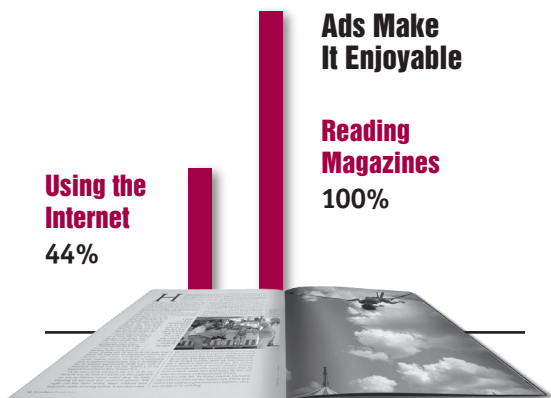
When you're finalizing your 2008 media plans, put the power of print to work maximizing the performance of your integrated communications program. An analysis of 59 products found that simply doubling the print advertising budget results in a tenfold increase in the performance of the **entire** marketing budget. When ROI is what counts, smart marketers count on print.

Print... The Preferred Ad Buy Throughout 2008!

2008 will bring new goals, new challenges and new strategies, but expectations will likely remain high. Marketers want to maximize the potential of their advertising investments. The best way to do so is to make print advertising the number one advertising buy for 2008. Print drives the integrated communications program and works with other media to deliver your sales message to more buyers, more cost-effectively.

Reach buyers when they reach for print.

Buyers claim they enjoy publication advertising more than advertising in other media. They say the advertising actually adds to the enjoyment of reading magazines, more so than it does to any other major media experience. Plus, 61% of buyers claim they have a positive attitude toward publication advertising, much higher than any other major media.



When buyers enjoy a medium, they pay closer attention to the advertising message. According to a study conducted by BIGresearch, buyers claim they participate less in other activities when they are reading a publication, than when they are interacting with other media. More impressive, young buyers 30 and under claim they pay more attention to the ads in publications than those in the other major media. More than newspaper ads, radio ads, TV ads and Internet advertising.

Pay Attention to the Advertising

Publications	100
Newspapers	68
TV	68
Radio	48
Internet	29

According to a Hearst Magazine Engagement Study, 60% of buyers agree that most of the ads in publications are geared toward the audience involved with the medium. This is higher than for any other major medium analyzed. If the advertising is geared to the audience, the audience will read it and take the next step to learn more.

Publications are the Link to the Internet

Advertisers looking for more activity on their Web sites during the coming year, should look to the advertising in the pages of print. Publications remain the leaders in driving buyers to Web sites and initiating searches. An American Advertising Federation study of marketing executives found that marketers rate publications most effective at driving Web traffic. What's more, publications are the top medium that influence consumers to start a product search online. Magazines command buying power on the Web.

Maximize Your 2008 Program

Publications generate maximum results and still do more. Print actually boosts the performance of the entire integrated communications program. A Marketing Evolution study found that when publications were added to the integrated program, brand awareness, brand familiarity and purchase intent significantly increased for the advertised product.

Start strong, stay strong and build stamina for your 2008 program. The power of print is the key to success during the coming year.



Master of the Web

Marketers Pick Print to Drive Web Traffic

Publications	100
TV	69
Newspapers	54
Radio	42
Other	26

Marketers overwhelmingly chose publications as the number one source for driving buyers to Web sites.

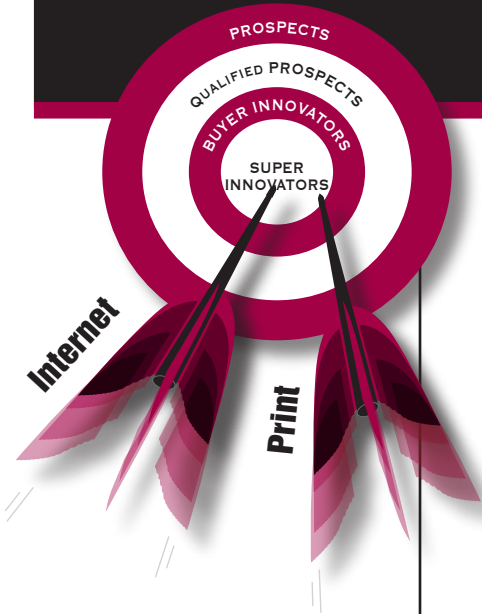
Influences Buyer to Start Web Search

Publications	100
Newspapers	89
Face-to-Face	70
Email Ads	60
Online Ads	53
Online	17
Blogs	15

Sources: BIGresearch Simm VI, 2005 and Simm IX, 2007; MORI Research, 2006; Hearst Magazines Engagement Factor Study, 2005; Roper Public Affairs, 2005; Dynamic Logic AdReaction 4, 2005; American Advertising Federation, 2006; Marketing Evolution, 2006.

- December 1** Art due for January issue of **Physics Today**
- December 27** Reservations due for February issue
- January 3** Art due for February issue, APS meeting preview!
- January 31** Last day for early-bird discount on Buyers Guide print ads

Print Readers... Internet Users... Super Innovators



Looking for the most qualified prospects? Prospects open to trying new products? Prospects known as buyer innovators? You may think they are Internet users... and they are. But, they're print readers, too, and they're looking for your advertising message in the next issue.

Publication readers are sophisticated buyers and according to MRI data, they are 21% more likely than the general population to go online at least three times per week. These readers are known as buyer innovators, those prospects who are most open to trying new products.

In fact, publication readers who use the Internet are typically Super Innovators, buyers who are the most likely to try new products in three or more major product categories. Super Innovators are the most sought-after buyers and adults who read publications and use the Internet

are 89% more likely to fall into this special buyer category. Publications and online marketing work hand-in-hand to reach and sell to Super Innovators.

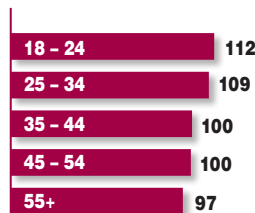
Young Internet Users are Print Readers, too.

Adults 34 and under are typically considered tech savvy and active Internet users. But, many advertisers may be surprised that these young buyers typically read more publications than those over the age of 35. These young buyers rank publications number one in the areas of ad credibility, ad reliability and usefulness, reading experiences and "overall excellence." Print is the ideal means to lock in the product loyalty of this valuable market for many years to come.

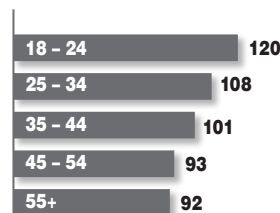
Super Innovators, young and old, have something very important in common. They read print. And, that means they'll read your advertising.

By Age...

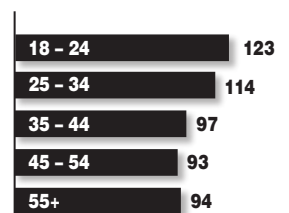
Overall Excellence of Print



Enjoyable to Read Print



Useful Print Ads



Sources: MRI, Fall 2006; PReSS (Publication Readership Satisfaction Survey), 2006.